

Board Asks Preview of Deals

Danforth Toasts Charlie Querrie

Telegraph messengers, florists' delivery men and other bearers of good wishes have almost worn a path in the carpets of the Palace Theatre, Toronto, this week. The reason for it is Manager Charlie Querrie's 21st year as manager of the Famous house. Charlie got there when the doors were being opened for the first time and it was worth as much as his life to

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Chatham Clergy Vs Sunday Shows

The increasing protests by certain ministerial groups against the use of theatres for Sunday evening entertainment in behalf of war causes was extended to Chatham because of a show given in aid of the Canadian Women's Service Force under the auspices of the Knights of Columbus.

The entertainment, which was put on by a Windsor troupe, was

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Charlie Taylor Dead

Charlie Taylor, for 25 years a projectionist at various Toronto theatres, died in the Queen City on February 24th. He was 57. Prior to passing on he was in charge of the booth at the Community Theatre.

Mr. Taylor, who was highly thought of, was survived by his wife and family.

Dunne Switched

Pat Dunne has been switched from the Royal, North Bay, by 20th Century Theatres to pinch-hit for Charlie Stephenson at the Century, Kitchener. Charlie is on a two-month leave of absence to get over a recent illness.

McMullen Adjusts Distribution, Ponders Giveaways, Itinerants

The Theatre and Film Section of the Wartime Prices and Trade Board, under the direction of R. C. McMullen, has requested that notice and details of all future deals involving theatre men and distributors be placed before it

prior to being proceeded with. This will prevent the false expenditures in work and money which may result from scanty knowledge of the Board's rulings.

The suggestion was placed before the meeting of the recently-formed National Advisory Council, made up of exchange and exhibitor representatives, by Mr. Mc-

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Beating Around The Blush

Figuring out how to slip in a subtle but mild sex angle into ads occupies many an exhibitor. In Chicago they don't fool. The Chicago Sun has this three-column 60 line ad: "Danielle Darrieux as The VIRGIN BRIDE in 'Mlle. Ma Mere'."

One inch type proclaims it to be the "43rd Naughty Week." And this quote from Walter Winchell: "Only a cad would ask for this money back on such a dish."

Chicago, you know.

Lynch Sick

Jimmy Lynch, who manages the Runnymede, Toronto, for Famous Players, known to the trade as "The Reeve of Runnymede," is ill in Christie Street hospital. He's been there for some time now.

It's a hangover from the last war.

Esquire Films Moves

Esquire Films will be in its new offices shortly on the ground floor of 21 Dundas Square.

Raise for NFB

Under 1942-43 estimates tabled in the Canadian House of Commons, the appropriations for the National Film Board, including the Canadian Motion Picture Bureau, is raised \$8,090 to \$737,000.

'Valley', NFB Win Academy Oscars

Hollywood movie folk, 1,500 strong, packed the 14th annual Academy Award dinner and cheered the victory of 20th Century Fox's great film, "How Green is My Valley," in the feature stakes of 1941. The award was of special interest to Canadians, two having been prominent in its making—Walter Pidgeon of St. John and Richard Day, Fox's art director, who built the unforgettable Welsh village background.

Canada, in fact, had a more im-

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It Can Happen Here



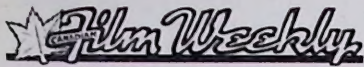
A theatre and Victory Loan tieup of a unique nature is shown above, the idea of Max Phillips, manager of the Grand Theatre, Sudbury, 20th Century Theatres house.

The burned-out building is located near the busiest intersection in the city and is right beside the Victory Loan headquarters. It was part of the damage of Sudbury's worst fire in five years.

The banner is 28 feet long and four feet wide. The whole thing won much attention and local Victory Loan officials forwarded pictures and descriptive matter to their Ottawa headquarters.

**INDEPENDENTS RECEIPTS
TO VICTORY LOAN**

The Centre, Pickford, Chateau, La Salle, Paramount and Bloordale, all Toronto Independent theatres, will trade a week's take for Victory bonds. The owners notified Herb Allen, B Division Committee, of their wishes.



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HYE BOSSIN, Managing Editor

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In the Middle

Pity the poor theatre manager.

Trying to serve the community and the war effort at the same time, the poor fellow is having a bad time of it. Right now he's as dizzy as a dog in front of a repeating mirror in a fun house. He doesn't know which way to turn.

Sunday shows for war causes are responsible for the trouble. Along comes a group of prominent and respected citizens or a service organization. In the group may be found such solid citizens as the mayor. They want to put on a show for the bomb victims, milk for British babies, smokes for the boys overseas or any of a number of worthy causes.

The manager and staff volunteer their services. He doesn't bother to ask home office before donating the theatre gratis. The community wants it and the war effort needs it.

The show goes on, with the manager acting as unofficial advisor to the committee. His one day a week of rest is sacrificed and his staff gives up their free evening. The show makes money, everyone is delighted and the newspapers say so.

Now It Starts

The next day, sure as shooting, representatives of religious groups protest loudly that the Lord's Day Act is being violated. Not only that. The manager is scheming, they imply, to insert the thin edge of the wedge for future Sunday attractions on a commercial basis.

That's how much they know about it. The manager likes to lay around the house in his slippers, listen to radio or bite into a book for a bit. Maybe he'd rather go fishing, golfing or to church. Managers are human too. A fellow who carried around a petition in Toronto asking for Sunday shows got more baleful glares from managers than he did from any other class of citizen.

But the community and the war comes first. Work it is.

Help! Help!

So the spokesmen for religious groups open the attack and the other worthy citizens reply hotly. Who gets most of the whacks? You know who. Here he is trying for good-will. He can't quit because he'll be accused of taking sides. He can't refuse—because he'll be accused of taking sides. His theatre is panned, his character questioned and his intentions disputed.

Home office doesn't relish the controversy because the attackers take the opportunity of getting in some solid swats at midnight shows, which are perfectly legal.

The same situation has happened in Toronto, Hamilton and other places. The latest is Chatham. What to do about it? Maybe we'll run a contest to find out about it. Tear the head off your favorite manager and send it in with a fifty-word solution. The manager won't mind. Everybody else is doing it. Job was a short-tempered fellow compared with some of our tormented box-officers.

Oh well, the innocent bystander has always caught the clouts all through history.

Pity the poor manager.

Have You Bought a Victory Bond Yet?

Prices Board to Preview Deals

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Mullen. The Council conducted several sessions in Toronto on February 25th and 26th, over which J. J. Fitzgibbons presided as its chairman. Henry Falk acted in his capacity as secretary.

A number of points relating to the work of Mr. McMullen's office came under discussion, in one case giveaways. Mr. McMullen made it known that while he had no intention at present of stopping giveaways, no exhibitor inaugurating them now would be permitted to charge a service fee. Those who had been carrying on the policy before the basic period would not be interfered with in the matter of the service fee. He intimated, however, that it would suit him to see voluntary discontinuance of premiums, etc., in theatres.

If at any time the Advisory Council decides that giveaways should be cancelled, an order would be put into effect to make it law.

Mr. McMullen informed the Council that any commitments outstanding for new theatres or reopenings must be known to the Board by March 16th. Failing such notification by the date mentioned, it will be assumed by the Board that such commitments were made with full knowledge of Order 99 and will be dealt with accordingly.

It was made clear to the Council by the director that generally, it is his intention to preserve the status quo, according to the basic period, as to rentals, conditions of sale, run categories, priorities, clearances and other trade practices. He would not be willing to deal with any problems which had their origin prior to the basic period.

A number of alleged violations of the Board's rulings have already been called to his attention, Mr. McMullen informed a Film Weekly reporter. In one case a distributor changed his rental from flat rate to percentage and was ordered to return to the original method.

Seven or eight complaints against the switching of product when '41-'42 deals were being made had been registered with the Board. Distributors have been notified in several instances that this action, in their cases, did not meet the requirements of the law and adjustments were made speedily.

Mr. McMullen said that a current problem was the question of how to bring itinerant shows under the regulations and that he intended to call upon the Advisory Council for guidance.

Danforth Toasts Charlie Querrie

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try to quit. That's what the Danforth folk think of him. It didn't take Charlie long after he got there to buy a home and settle down. He is referred to as "The Mayor of Danforth Avenue."

Before and during his stay at the Palace he was one of the best known sport figures in Ontario—and still is. As far back as 1902 he led a lacrosse team around the Old Country. He started out as a sporting writer on the vanished Toronto News, acquired an interest in the world's hockey championships of other years, the St. Patrick's, and sold his share when the club became the Toronto Maple Leafs. In his early days Charlie was an athlete of some calibre, having won a number of speed skating championships.

Charlie's anniversary was a major event in that end of the town, since there are few people in the newspaper, sporting and theatrical field in Canada who don't count him as a friend. The Danforth Tribune considered it front page news and the neighbors got up a full page of tributes to him.

The Palace put on vaudeville all week and such sporting stars as Bucko McDonald, Sweeney Schriner and Syl Apps made personal appearances in Charlie's honor.

When asked for his slant on things Charlie Querrie came through with a healthy and interesting attitude—without forgetting his two main loves, sport and theatre:

"My ambition today is to keep the Palace Theatre a real house of entertainment for every family in the district. I believe it is the finest suburban theatre in Canada at the present time, and will continue to give the people of Danforth the best in motion pictures. I have lived over fifty years, travelled quite a bit, had a lot of fun, made a lot of friends and probably a few enemies, but incidentally I try to give everyone a square deal. I enjoy every day whether at work or play, and if I happen to kick in today, tomorrow, or live to be a hundred, I have had a pretty fair time and am quite satisfied to spend the rest of my allotted time mixing up with the people of Danforth and watching the Maple Leaf Hockey Club."

Complete Theatre Equipment
and Supplies

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ELECTRIC CO.**
258 VICTORIA ST.,
Toronto, Ont.

Chatham Clergy Vs Sunday Shows

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held at the Centre Theatre, managed by Harland Rankin, and netted \$75.

District No. 8 of the Knights of Columbus convened in a Catham hall during the afternoon to hear Philip Phalan of Ottawa, State Deputy, describe the war work of the organization and make known the fact that it maintains 82 huts in military camps across Canada. At the conclusion of the meeting all present proceeded to the Centre Theatre.

Mayor Hubbell was present and delivered an address in which he called attention to the Victory Loan.

Despite the worthy auspices and cause, the Rev. Simon Edwards, pastor of the Park Street United Church, attacked the entertainment, saying that "if there is any desire to continue or repeat this there will be a fight."

"This is just the thin edge of the wedge toward other Sunday activities," he said, "such as opening of movie houses on the Lord's Day. When I was in Toronto there was a definite move to open up theatres on Sundays for entertainments, the proceeds of which were to go to Red Cross purposes. The Ministerial Association took a decided stand against such affairs. I know they are within the province of the law, but I don't think we need vaudeville to entertain people on Sundays."

The Hamilton Presbytery, after a Sunday evening show there recently, sent a letter of protest to the Attorney-General of Ontario and threatened to follow it up with a delegation.

Doughboys Get Free 16 mm. Showings

The motion picture industry, in keeping with its program to provide entertainment to men in the armed forces, has presented to the War Department a total of 80 features on 16 mm. film for free showing to men now in combat areas. Meeting with 11 representatives of the industry, Brig. Gen. F. H. Osborn, chief of the Special Services Branch, accepted the presentation on behalf of the Army.

Francis S. Harmon, executive vice chairman of the War Activities Committee, in making the presentation, pointed out that this was the first time all the companies had ever agreed to reduce current feature and shorts to 16 mm. He explained that the programs which were ready for immediate shipment included films not yet in general release, because industry leaders wanted to provide American soldiers in combat areas with the best and latest in screen entertainment.



Those Fighting Polakoffs

You can't run a war without the Polakoffs. The well-known theatre family is in this one up to their most remote relatives. Every time I hear a Polakoff talk about another member of the clan, the comment deals with some form of service. Just to give you the idea we'll use young Joe Polakoff, Columbia assistant booker, as the centre point.

Joe, who is listed with the RCNVR, is the son of the popular Lou, who was in uniform during the last big tiff. Joe's brother Frank, who is a projectionist, is somewhere on the high seas with the navy. Also in blue-and-white is cousin Irwin Steinhart. Irwin's brother Elliot, who was manager of the Vanity, Windsor, and the Manor, Toronto, is in the Royal Regiment of Canada. A brother-in-law, Frank Covent, is in the artillery.

Young Joe's grandfather, Harry McLellen, a seaman, fought in three wars—Egyptian, Boer and the first great war. So that side of the family is solidly behind the tradition. Joe's uncle, Dave McLellen, is with infantry from Hamilton. Two of Joe's uncles were killed in action during the Great War.

Two cousins, Lawrence Parker and Nick Corp, are in the RCAF. And there are a number of others whose names we didn't get.

The spirit of service not only rules the Polakoff family but also their staffs. From one house, the Manor, Toronto, nine employees, ranking from managers to ushers, are connected with the armed forces.

Who knows but what the Polakoffs, McLellans, etc., will get a seat at the peace table when the victory is won?

Got Any Odd Jobs?

"It is a melancholy truth," writes Professor M. Wrong in "The Canadians," "that Canadian writers of books have usually to depend on some other sources of income."

Except those in Hollywood.

Copy, Boy!

The screen and the press, both avenues of communication, are closely related at any time but in these days more than ever. Particularly the film press, trade and public.

Canada has several top-notch publications worthy of note anywhere. In Winnipeg, for instance, a film journal aimed at the general public is The Winnipeg Audience, which is gotten up by Edward and Morten Parker. A swell job of news presentation, it is a valuable stimulant to the box-office and can stand being imitated.

House organs are also five-star efforts. Famous Players' twice-monthly magazine, The Manager, is sprightly in content and appearance. Its readability in and out of that circuit is a credit to Jimmy Nairn, its popular editor, who was a newspaperman before he put on the exploitation and advertising harness.

The Odeon, voice of that chain, comes out of Vancouver under the expert guidance of Earle Hayter and carries many an item that other scribes wish they had written.

Trade organs are a manifestation of health in an industry and there's no doubt we'd see many more but for the times.

Bill's Back

Bill Stewart—W. J. if you insist—is back in business On The Square. (Doesn't sound so good at first reading but I don't mean it that way.) Bill, who dates a long way back in the film game as an exploitation man, has been operating in the vaudeville field for a long time now.

He's opened snazzy offices at 21 Dundas Square for his Affiliated Theatrical Offices, a booking agency, and added Advertising Agencies, Ltd. The latter organization deals with commercial live shows and he's preparing deals with business sponsors who'll provide stage entertainment for movie houses at the cost of a commercial plug on the screen.

Bill may have an easy answer to some of your problems. He'll be glad to hear from you or have you drop in. And there's always a familiar face or two around, as well as some swell stories and laughs.

'Valley', NFB Win Academy Oscars

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portant place in this year's awards than that. A special award was presented to John Grierson for the Canadian Film Board in honor "Churchill's Island," which is distributed in Canada by Columbia.

Grierson, the Dominion Film Commissioner, presented awards for documentary films to Rey Scott for "Kukan," a picture about China's battle, and to the British Ministry of Information for the thrilling Warners release, "Target for Tonight."

Joan Fontaine was named the best actress for her performance in RKO's "Suspicion" and Gary Cooper grabbed the Oscar for the best male performance as a result of Warners' "Sergeant York." John Ford got the award for direction, based on "How Green Was My Valley." He's at sea with the USN just now.

Orson Welles, who had been nominated in nearly all the award classifications, received only half an Oscar, as co-author of his one-man movie, "Citizen Kane." Best supporting player was Donald Crisp for his part in "How Green," while best supporting actress was the red-headed Mary Astor for her work in "The Great Lie."

Leopold Stokowski and associates were given a special award for creation of a new form of visualized music in "Fantasia."

Lieut. Jimmy Stewart, in uniform, and Ginger Rogers, who won the 1940 Oscars, made the presentations to Cooper, Miss Fontaine, Crisp and Miss Astor.

Walt Disney carried off special honors, for "Fantasia" and "Dumbo" and was given the Irving Thalberg Memorial Trophy for most consistently high production achievement.

It was a comparatively quiet occasion, the glitter and glamor having been shelved.

Wendell Wilkie made the chief address.

In Wartime?

The Sedgewick Theatre, a big neighborhood house in a ritzy Philadelphia district, is trying out a free taxi service for its patrons. Those who live within a mile radius can be picked up gratis and dropped at the theatre. The manager worked out a special rate

NY Burlesque Fades

The last burlesque house in New York faded out last week when Paul Moss, Commissioner of Licenses, refused to renew the permit of Broadway's Gaiety Theatre. The Republic and Eltinge theatres were closed in the same way on February 1st.

Digest of Reviews

Fox

SON OF FURY

The Payoff: A strong draw for the adventure trade, old and young. General audiences may not find enough of the promised fury.

The Story: Tyrone Power is bilked out his heritage by his uncle, George Sanders, who takes him away from his poor grandfather and makes a stable-boy of him on his estate. Power grows up, falls in love with his cousin, vows revenge and runs away to the South Sea Isles with John Carradine. There he takes up with Gene Tierney, whom he leaves to return to England with his fortune of pearls. He discovers his love to be a trifle, wins justice, divides the estate among the servants and goes back to Tierney.

The sizeup: A period piece, the picture gets away at a good pace, slows down in the middle and regains its momentum toward the finish. Power, as a life-long grudge-bearer, doesn't generate enough hate, being outdone in this by Roddy McDowell, who plays him as a boy. Comedy is completely absent. Dudley Digges, as a crochety barrister, and Elsa Lanchester, as a good-hearted barmaid, give splendid performances. Sanders and Carradine do typical jobs. Frances Farmer is the cousin and Harry Davenport the grandfather. Humor is missing.

SONG OF THE ISLANDS

The Payoff: Not sensational but completely satisfactory entertainment given a garnish of class by gorgeous technicolor. Lovers of musical comedy will lose no time in coming.

The story: Victor Mature, heir to a chain of ranches, visits Hawaii to check the local branch. A tough-crusted Irishman, Thomas Mitchell, and his daughter, Betty Grable, carry on their plantation in a casual way. They own a strip of beach needed by Mature's old man, George Barbier. Mature and Grable get smitten. Both papas become reconciled but the kids bust up. For a while, that is.

The sizeup: The story is a veteran of many a musical and nobody has any doubt as to where it leads to. So true to tried form does it run that the whole thing could have been filmed on a stage—with less effect, of course. But the picture makes no claims on being anything but first-class all-round amusement and it's certainly that. Jack Oakie, as a transplanted cowhand, Lillian Porter and Billy Gilbert cause a good share of fun.

RIGHT TO THE HEART

The payoff: A prop for the double bill. Not too strong but pleasant enough.

The story: Joseph Allen, Jr. is a young socialite who gets smacked around by an ex-pug in a night club brawl and takes up pugicuffs for revenge. He joins Charles D. Brown's training camp, falls in love with daughter Brenda Joyce, is hectorated by Stanley Clements, Hugh Beaumont and Don De Fore, gets even, gives Cobina Wright, Jr., who caused the brawl, the air, and is reinherited by aunt Ethel Griffies.

The sizeup: Nothing to add.

Monogram

LET'S GO COLLEGIATE

The Payoff: A frisky campus comedy that is considerably better than many a B. A good support.

The Story: A hoodlum replaces the stroke on a college crew and decides to stay on in college when the job is up. Out of that comes many funny moments.

The Sizeup: Suitable performances in every case and a strong script make this a decidedly lively piece of work. The players are Frankie Darro, Marcia Mae Jones, Jackie Moran, Keye Luke and Mantan Moreland.

Columbia

FORWARD, COMMANDOS!

The Payoff: A surefire short about a subject that has captured the public imagination. It will be the best thing on many bills.

The sizeup: This National Film Board short is its best yet. It deals with the highly-specialized work of the Commandos, with emphasis on winter warfare. Engrossing all the way, with plenty of Grade A thrills. Occasionally a familiar newsreel shot shows up but instead of being an isolated report, as with newsreels, it is explained and related to the general scheme of things.

MGM

THE VANISHING VIRGINIAN

The Payoff: Family stuff of a high-class nature that will tickle the homelovers into sending their friends. A strong topper in first run houses and single bill in the neighborhoods.

The Story: The main thread deals with wife Spring Byington's efforts to get husband Frank Morgan to retire from his long-time post as the local district attorney. An old sweetheart, whose son is wooing Morgan's daughter, provides the undertone of difference between husband and wife. This is added to by Morgan's decision to run again in order to thwart the plans of a local prohibition leader who is stocking up for future bootlegging. Morgan has thus broken his promise to his wife not to run again.

Further conflict is provided between his two daughters, their sweethearts and the mother over the raging question of women's suffrage.

The Sizeup: Background is the South during pre-Great War days. Title implies a generation and its way of life which has gone. Some fine and sad sentiment is there in the problems of the negro servants and comedy is provided by Morgan as a kind-hearted but captious father. Kathryn Grayson, as one of Morgan's daughters, sings enjoyably and there are several family sing-song scenes on the porch. Natalie Thompson, Douglass Newland, Mark Daniels, Juanita Quigley and Dickie Jones play well. Outstanding are the characterizations of negro servants by Leigh Whipper and Louise Beavers.

Hard-of-Hearing Patronage Studied by Research Bureau

At the beginning of this year a study was made by the Motion Picture Research Bureau among the hard of hearing in New York City to determine whether and how it would be possible to increase their movie attendance.

Dr. Leo Handel, director of the MPRB, conducted this survey in co-operation with the New York League For The Hard of Hearing. The use of hearing aids which are provided by some exhibitors in especially wired theatres was under observation.

There are about 110,000 hard of hearing persons in New York City, 10,000 of these are children.

Hard of hearing people influence to a large extent the movie habits of their relatives and friends who attend with them. This is indicated by the results of this survey which show that the last time the respondents attended the movies:

- 23% went alone
- 42% went with 1 person
- 23% went with 2 persons
- 9% went with 3 persons
- 3% went with more than 3 persons.

The average monthly movie attendance of the movie goers in this group is 3.3 times.

This survey showed that:

- 55% of the respondents "never" used the special hearing aids provided by the theatres. 79% of these people did not know that such equipment is available

36% said they "sometimes" attend and

9% indicated that they go "mostly" to theatres providing hearing aids.

The reasons that so many people do not attend, or only seldom attend theatres equipped with hearings aids are first of all that these theatres are too far from their residence and secondly that the admissions of these houses are too high. Based on this observation it was natural that 87 per cent of the respondents who had a definite opinion said that they would go, or go more often if theatres in their neighborhood provided these hearing aids.

The following interesting comments were made repeatedly by the respondents:

There are not enough seats with hearing aids available. These seats should be reserved as long as other seats are available. These seats should be in a special, favorably located section. These seats should be on the aisles. The hearing aids should be kept in perfect condition. Passes should be made available to get the hearing aids without paying a deposit. Theatres which have hearing aids should publicize it.

Today there are only 18 of the approximately 700 houses in New York City equipped with hearing aids, and for the most part these houses are concentrated in the Manhattan theatre district.

Vicks Poll Picks Tracey, Davis

Spencer Tracy and Gary Cooper among male actors and Bette Davis in the feminine field won the honors in Laura Elston's essay contest to discover Ontario's choices in the player field. Famous Players co-operated with Miss Elston in providing passes to winners for houses in the listening area of the Vicks' Vapor Rub movie broadcaster.

Contestants were invited to state their preferences in 50 words. The contest took six weeks and eight double passes each were issued to the three winners who sent along a box top. Those who neglected this traditional advertising step got single passes instead of two.

The choices show that Canada gives the kudos to good acting. Runners-up to Bette Davis were Madeleine Carroll, who was praised for her war work, and Norma Shearer, as a Canadian.

The contest brought a deluge of letters. The winners were announced over the air.

Big USA Bow for 'Parallel'

Columbia's "49th Parallel" will have auspicious premieres in five American cities. It will be known as "The Invaders" across the line and will bow into the Capitol, New York, on March 5th with much to do.

Other premieres will be held on March 19th in Providence, Cincinnati, Buffalo and Miami Beach.

The picture, made in England and Canada, has a Canadian background. Starred in it are Leslie Howard, Raymond Massey, Lawrence Olivier and Anton Walbrook. It held over in key Canadian spots.

"New Super GARDINER Projector"

With Barrel rear shutter
Has no equal for fine projection
and long life.

As low as \$9.00 weekly.
GET OUR PRICES AND YOU
WILL SURELY BUY FROM US
"YOU CAN GUESS THE
REASON"

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ECHOES and REFLECTIONS

SATURDAY NIGHT

(Some remarks on the nature of the current product by Mary Lowrey Ross. They're sub-headed "Wings Over Everything")

It looks paradoxically as though the current form of escapism were to go to war movies. All in a week we have Sergeant York, Wings of Victory, Forty-Ninth Parallel, Pacific Blackout and Ships With Wings. Next week, Captains of the Clouds. What we seem to require these days is some violent catharsis of excitement and shock. Or maybe the production bosses have decided that the only peace the public can hope for any more is the calm of exhaustion. So they fill the screen and sound-track with every fury that can be invented and reproduced and send us out at the end of a couple of hours not so much fortified as stupefied against the late edition of the evening newscast.

Anyway it works. I happened to see Captains of the Clouds and Ships With Wings on the same afternoon and came home too spent to do anything but crawl into a corner with a copy of War and Peace, an old-fashioned account of foot-soldiery and land manoeuvres in Russia in the days before civilization had discovered that it could destroy itself much more handily and rapidly from the air.

THEATRE ARTS MONTHLY

(Gregg Toland in an article called "What Does the Cameraman Do?")

I enjoy being a motion picture cameraman.

Of all the people who make up a movie production unit, the cameraman is the only one who can call himself a free soul. He is certainly the least inhibited.

The producer, director, film editor, the players, all act as checks upon the creative impulses of one another. But the cameraman may do exactly what he wants to do, for the simple reason that while the work of the others is visually obvious at the time it is being performed, the work of the cameraman is not revealed until 24 hours later when the film which has passed through his camera is flashed upon the screen in a projection room. While he is actually making a scene, no one can rightfully say, 'I don't like the way you are doing that; suppose we try it this way.'

No, the cameraman is perfectly at liberty to carry out his own ideas, even to introduce an occasional revolutionary departure—within the bounds of reason, of course. This freedom of idea expression is to any human being a precious privilege.

WALTER WINCHELL

"Your Broadway and Mine."—a letter to him from his superior officer in the U.S. navy.)

We told Hollywood this story about Coventry and how some laughter saved its people from despair after the Nazis devastated it for three days and as many nights. . . . The people of Coventry were ripe for any rabble-rouser or Gov't overthrower. . . . They had buried their dead, they had gone without milk for their children—without food and without shelter. . . . To them life seemed at an end. . . . A few days after the bombings someone dug up a movie from Hollywood. . . . It was shown to the people from Coventry and other nearby towns day and night for a week. . . . 24 hours a day. . . . It was so funny it made them laugh for 90 minutes—or at least took their minds from their personal misery. . . . The star was Bob Hope. . . . The picture was: "Caught in the Draft."

"And that is why," said the Government spokesman, "we don't want Hope or people like him—in such times—to serve behind a machine gun or bayonet. They do more good behind a movie microphone or in front of a camera. Clark Gable, we think, is one of the people's daily habits, and we don't want to rob the people of their steady habits all at once. That's the one thing we have copied from Goebbels' propaganda ministry. And the main reason we held up your request for active duty was the same. We didn't want to stop you from colyming and broadcasting because we did not want to stop the habit of those Americans who listen to you merely for the joy they get—in disagreeing with whatever you have to say."

TORONTO DAILY STAR

(An interview with a famed conductor of music in which he reveals his movie preferences.)

Dmitri Mitropoulos, distinguished Greek conductor of the Minneapolis Symphony orchestra has never conducted "Take Me Back to My Boots and Saddles." That's the sort of things he likes in the movies, however—"cowboys and horses," he said today. He sees a lot of movies, to relax from the strain of serious music. "Movies are like canned life to me," he said. "I haven't time for riding, for romance, for comic conversations, so when I feel like any of them I just choose my label and open up the can. In an hour at the movie house I've eaten the contents, and then I can go back to work again. I don't ask literature from movies. I like to forget for a while that I'm an intellectual."

Air Raid Advice--Tongue-in-Cheek

Finding our columns filled with much matter on air raid behavior, a friend sent in the readable parody on instructions called "What to do in Case of an Air Raid":

1. As soon as the bombs start dropping run like hell. (It doesn't matter where, as long as you run like hell.)

(a) Wear track shoes if possible—if the people in front of you are slow, you won't have any trouble getting over them.

2. Take advantage of opportunities afforded you when air raid sirens sound the warning of attack, i.e.—

(a) If in a bakery, grab some pie or cake, etc.

(b) If in a tavern, grab a bottle.

(c) If in a Movie, grab a blonde.

3. If you find an unexploded bomb, always pick it up and shake it like hell (maybe the firing pin is stuck). If that doesn't work, heave it in the furnace (the fire department will come later and take care of things).

4. If an incendiary bomb is found burning in a building, throw gasoline on it (you cannot put it out anyhow, so you might just as well have a little fun).

(a) If no gasoline is available, throw a bucket of water on it, and lie down—you're dead.

P.S. The properties of the bomb free the hydrogen from the water and cause rather rapid combustion (in fact, it will explode with a helluva crash!).

5. Always get excited and holler bloody murder. (It will add to the fun and the confusion and scare hell out of the kids.)

6. Drink heavily, eat onions, limburger cheese, etc., before entering a crowded air raid shelter (it will make you very unpopular with the people within your immediate vicinity, eliminating an unnecessary discomfort that would be more prevalent if people crowded too closely).

7. Knock the air raid wardens down if they start to tell you what to do. (They always save the best seats for themselves and their friends anyway.)

8. If you should be the victim of a direct bomb hit, do not go to pieces. (Lie still and you will not be noticed.)

That's all, folks.

'Wake Island' Film

John Farrow, director of "Five Came Back," and other adventure pictures, will be in charge of "Wake Island," Paramount's projected drama of marine gallantry in the current war. Farrow himself has been in service with the Canadian Navy for more than a year and currently is on leave.

So You Can't Clear the Theatre?

Getting the Two-Timers, Juveniles, Dawdlers and Other Gross-Killers Out of Those Nice, Warm Seats

Commandos Work Shown by NFB

The skill and daring of raids by British Commando troops on German-occupied territories are described in the latest National Film Board production. This picture, entitled "Forward Commandos" was given its initial theatrical release on February 25. It is part of the monthly series "Canada Carries On," made in co-operation with the Office of Public Information.

The film opens with maps and diagrams giving a clear exposition of the methods whereby both organized and guerrilla resistance is being put forth in Axis-occupied territories. Libya, Yugoslavia, the occupied portions of Russia, Norway, the East Indies are shown.

Because of the toughness of training demanded by modern warfare of this type, Canada during the winter months becomes an ideal centre for the preparation of troops. Winter manoeuvres in the Dominion are explained. Shown are our ski troops on patrol; men of the Commonwealth Air Training Plan practising flying through January blizzards on the western plains; our corvettes at sea covered with ice.

From such training spring the men who will help swell the commando ranks of the future. These Commandos are special detachments which have been picked for their initiative and endurance in the general harassing of the enemy. What they can do is amply described in this film. There are several long sequences depicting every detail of the operation of their raids. Each item is replete with daring action.

Old Time Tunes

Thirty-two period tunes of the past twenty-five years form the musical background of "Syncopation," the second William Dieterle production for RKO Radio. Each tune is played precisely as the musicians of that time would have played it.

Some of the tunes are old-time favorites—spirituals, like "Blow Your Trumpet, Gabriel," one of the numbers sung by the Hall Johnson Choir, or famous old jazz pieces like "Sugar Foot Stomp," "Jazz Me Blues," "Wolverine Blues."

Some, like "Goodbye Broadway, Hello France," "Deep River," and "My Gal Sal," were hits of their day.

One of the unchanging problems of the business is that of the seat-blocker. Patrons change their minds while in line or look at the waiting crowd and look further. Those who remain are often irked. Yet much of the inconvenience is unnecessary and can be avoided by the wise manager.

The boys Way Back When were able to work out ways of dealing with the situation. We were browsing through one of the first film magazines and certainly the first aimed at fans, Reel Life, issue of August, 1914. In it is an article about getting the truants out on the street again. It might have been written today.

It will be found below.

The problem of handling an audience is one which is of the prime importance to every exhibitor. To do it successfully requires infinite tact and infinite patience, and both these qualities must be constantly on tap, if the exhibitor is to get the best results out of his opportunities. Not only does the question "How to get the public in" occupy a large portion of the theater manager's thought, but "How to get them out," is a perplexing problem, over which he is apt to waste much good gray matter. At times, indeed, it is a veritable bugbear.

To do this effectively, especially if a house is running a continuous show, which is usually the case, and to do it without offending anyone's susceptibilities, requires diplomatic qualities of the highest character. To offend the sensibilities of the theater's regular patrons would be suicidal, but at the same time means must be taken to make them realize that, having once viewed the entire program, they should make room for others who would also enjoy it. Thus it happens that the successful exhibitor becomes an adept in diplomatic art and continually seeks new methods to eliminate "campers-out" from his theatre.

Recently an exhibitor, who has had rather more experience of this kind than most, was discussing this phase of the motion picture business. Said he:

"Inside your house you may have an audience largely composed of regular patrons, all of them bent on getting their money's worth and all of them quite content to kill an hour's time by watching a repetition of part of the program. Outside on the sidewalk and in the lobby is a line of people waiting to get in. They are getting restive and are apt to blame the management, if compelled to wait too long. And this means that next time they will hesitate before patronizing that theatre, unless assured that they will speedily be provided with a seat.

"Here then is the problem. How can the people inside be persuaded to leave when the program is through?

"They have seen the big feature, that takes up the greater part of the program and they have seen the shorter films—the comedies, and the dramas, the educational and travel films, the topicals that take up the balance—and still they want to stick around, while the people outside are momentarily getting more peevish.

"The first thing I do when I find that I have an audience which is settling down to see the show all over again, is to lengthen out the intervals between the reels. That will always shift a few. Then, sometimes, I have my operator throw a clock dial on the screen indicating the time. That will shift a few more.

"If these stunts don't work well enough, I have a slide shown, that reads something like this:

"Five minutes interval. The next picture is No. 1 on the program. Those who have seen it have seen the whole performance and are respectfully requested to pass out to make room for others waiting for seats."

"Usually that is sufficient to make the crowd thin out. But if it isn't, I spring one or two more slides on them, inviting them to come to the show tomorrow and pointing out that there are others, who would like to see the program today.

"If this also fails of the desired effect, once in a great while I resort to throwing in the last film again. That invariably clears the house. But I only resort to it in extreme cases."

B.C. Projectionists

James Gerard of the Projectionists Union of Vancouver claimed before the Trades and Labor Council of that city that an attempt would be made shortly to change the law dealing with projectionists at work. The present law requires that two be on duty while a film is being screened.

Adjourn Trial To See Movie

An all-star cast from the "Frankie and Johnny" trial saw an encore of Republic Pictures Corporation's 6-year-old version of the famed bar-room ballad, a film which an elderly colored Portland, Ore., shoe shine entrepreneur charges defamed her character to the amount of \$200,000.

Court was adjourned and Circuit Judge William H. Killoren, the jury, 66-year-old Frankie Baker, attorneys and witnesses moved to a box-like little screening room two miles away to see the movie.

Frankie Baker is the woman who claims to be the "Frankie" of the song, and the girl "done wrong" not only in the song, which she says has haunted her for more than 40 years, but also in the picture.

The jurors carefully isolated in two rows of six men, saw the late Helen Morgan, piano-sitting torch singer, as Frankie; Chester Morris, as the gambler Johnny, and the late Lilyan Tashman as Nellie Bly, two-timing entertainer who stole Johnny's love.

More than that may not be revealed about the film, first released in 1936, because Judge Killoren forbade press comment on its showing before the undemonstrative audience.

The suit was dismissed.

Coleman Stars in Selznick Film

David O. Selznick has engaged Ronald Colman to star in "Jane Eyre" in the role of Edward Rochester, considered one of the most romantic characters in fiction and for generations beloved by millions of readers all over the world. The assignment of Mr. Colman to the role, coveted by most of the romantic male leads in motion pictures, concludes negotiations instituted some months ago and brings the star to the third Selznick picture of his career. The other two were "A Tale of Two Cities" and "The Prisoner of Zenda," each of which was a box office champion award winner by a vote of exhibitors throughout the country, and both were on every ten best list in their respective years.

Robert Stevenson, brought to America by Selznick and under contract to his studio for one picture a year, will direct "Jane Eyre." Production is planned for early summer.

MGM Shoots One Dozen

With a dozen pictures in various stages of production, and a number of other important new photoplays now being edited or previewed, the Metro Goldwyn Mayer studios entered 1942 with a greater hum of activity than at any corresponding period in the past several seasons.

Three of the pictures are big musicals. "I Married An Angel," based on the stage hit of the same name, is a new co-starring vehicle for Jeanette MacDonald and Nelson Eddy. "Rio Rita," also based on one of New York's most popular stage productions, presents an all-star cast that includes Abbott and Costello, John Carroll, Kathryn Gravson, Patricia Dane, and Eros Volusia, sensational young Brazilian dancer who is making her film debut in this attraction. Another new musical is "Ship Ahoy" with a tropical background, which presents Eleanor Powell, Red Skelton, and Bert Lahr in leading roles, plus Tommy Dorsey's band.

"Mrs. Miniver" and "Tortilla Flat" are adaptations of two of the literary best-sellers of recent years. Greer Garson and Walter Pidgeon, co-stars of "Blossoms in the Dust" are reunited in "Mrs. Miniver," the story of a middle-class British family in wartime. Spencer Tracy, Hedy Lamarr, John Garfield and Frank Morgan have leading roles in the name-studded cast of "Tortilla Flat," adapted from John Steinbeck's novel of southern California.

"Her Cardboard Lover" is a new co-starring vehicle for Robert Taylor and Norma Shearer, who were last seen opposite each other in "Escape." "The Courtship of Andy Hardy" is a new release in the perennially popular Hardy series—number twelve in the group—and marks the return to the screen and the Hardy homestead of Cecilia Parker in the part of Andy's sister. Donna Reed, new MGM discovery, makes her first featured appearance also in this story, which brings together all the favorites of past Hardy yarns, Mickey Rooney, Lewis Stone, Sara Haden and Fay Holden. "Fingers at the Window," new melodrama, brings together the two favorites of the Kildare series, Lew Ayres and Laraine Day.

Significant in the list of current productions is the exceptionally high quota of young talent represented. Youth appears to be having its day, as never before, on the coast, and the rapid advance to stardom in the past year of such players as Laraine Day and Lana Turner is characteristic of the trend, and the opportunities now being given MGM young players.



IN Windsor, Canada's motor city, they have one of the liveliest box-office teams in the business. They, if I may say so, are the spark plugs of the motor city. I mean Bob Brown, of the Vanity, Windsor, and his sharp-shooting right-hand man, Ernie Reid. Reid is as full of ideas as he is of action and he and Brown can conduct classes in exploitation.

For instance, they got up a board painted in the camouflage manner with a sign reading: "Somewhere around here is a tank. Can you see it? If not, see 'Kanks a Million.'" And so on. All kinds of people kept coming over to look for the tank.

It did so well at the theatres that the boys got a youngster with a wagon to drag it around the town and the citizens, with no excavations to loiter over these days because of restriction on building, dawdled over the sign looking for the hidden tank. It sounds like a heck of a contest idea.

On "Lydia" they cut the name out in single letters from a 24-sheet, got five boys, each one carrying a letter, to do the town. The boys mixed them up and while the folks puzzled about what they could mean the boys lined up and spelled it out in proper order.

They still have their Enquiring Photographer snapping folks on the street and offering passes if their pictures are in the lobby.

Another stunt they are using is the matching of numbered cards. They printed 1000 blue cards, numbering from 1 up. Then they printed 1000 red cards, from 500 to 1500. You can see that a limited number of cards matched. They were given out in the high schools and started a real scramble.

THE Centre Theatre, Chatham, was the scene of a Sunday evening benefit show last week for the Canadian Women's Service force. The show, sponsored by the Knights of Columbus, yielded \$75.

Harlan, quite a man about town, keeps his theatre in the public mind by serving the community in every way it requests.

GARNET HEATHERLY, Park, Sarnia, had a good little picture on hand, "Li'l Abner," and plugged it with a two-day street bally, as well as with several thousand heralds.

He had "Dracula" and "Frankenstein" as a horror program, developing scary stunts, copy and display and doing very well as a result.

Back of the theatre, on another street, Garnet had a huge sign asking for scrap.

ERNIE WARREN, Midtown, Toronto, supported "Sundown" with a good campaign. One colorful idea was to have the usherettes wear "Kepis," which is what they call the cloth that drapes from the hat down the back of the neck. They are a feature of women's hats right now. On this drape, which was made of bright red broadcloth, was the word, "Sundown." The picture was of semi-Oriental background and the hats were right in character.

He used stage neon letters for two weeks in advance, an excellent cutout in the lobby for several weeks ahead of the date and distributed 75 window cards.

Ernie won attention to himself and the theatre from press and radio on the Victory Loan. He sold bonds in the lobby and the first buyer took one to the value of \$500—a neat score.

The Victory Loan idea was part of his institutional advertising campaign on the "Triple V Month." Also the theatres announcements in various ways of the receipts-for-bonds plan.

'Victor McLaglen' In Action

High over the English Channel and enemy territory, "Victor McLaglen" is fighting and winning battles for Britain.

The "Victor McLaglen" is a British Spitfire pursuit plane, so named because it was donated by the Friends of Britain Society, of which Victor McLaglen, the actor, was the first national president and, nearly a year ago, auctioned off some of his most valuable race horses to start the fund that resulted in the purchase of the plane.

At the RKO Radio Studio, where the London-born actor is playing a top role in "Powder Town," he received a picture from an unspecified unit of the RAF taken at an unidentified coastal airport. It shows the plane and crew, with McLaglen's name clearly outlined on the nose of the fighting craft, and with accompanying information that it had been responsible, at the date the picture was taken, for the downing of seven enemy planes. The picture is McLaglen's proudest possession.

"Fantasia" Okayed

Walt Disney's "Fantasia," RKO Radio release, has been previewed by the Motion Picture Committee of the United Parents' Association and recommended for students of junior and senior high schools.

Warners Busy On New Pix

"Yankee Doodle Dandy," with James Cagney, Joan Leslie, Walter Huston, Richard Whorf, Frances Langford, Irene Manning, Jean Ames, Joyce Reynolds, Eddie Foy, Jr., Charlie Irwin, George Barbier and Minor Watson, under the direction of Michael Curtiz.

"Escape from Crime," with Humphrey Bogart, Irene Manning, Richard Travis, Donald Crisp, Stanley Ridges, Minor Watson, Roland Drew, Virginia Sale, Arthur Kennedy, Susan Peters and Howard da Silva; Lew Siller directing.

"The Gay Sisters," with Barbara Stanwyck, George Brent, Geraldine Fitzgerald, Nancy Coleman, Grant Mitchell, Ann Revere, George LeLssey, Alice Talton, Hobart Bosworth and Charles Waldron; directed by Irving Rapper.

"Shadow of Their Wings," with Dennis Morgan, Ann Sheridan, George Tobias, Jack Carson, Russell Arms, Frank Coghlan, Jr., John Ridgely, Billy Curtis and Ray Montgomery, under the direction of Lloyd Bacon.

"Desperate Journey," with Errol Flynn, John Loder, Ronald Reagan, Kaaren Verne, Raymond Massey, Alan Hale, Arthur Kennedy and Henry Victor; Raoul Walsh directing.

"The Hard Way," starring Olivia de Havilland, Ida Lupino, John Garfield and Jeffrey Lynn, with Vincent Sherman directing.

"The Constant Nymph," starring Charles Boyer and Joan Fontaine, under the direction of Edmund Goulding.

The universal query, "How can I get in the movies?" is answered in the trailer prepared by Warner Bros. for "Always in My Heart," Gloria Warren's debut film which comes to Broadway soon. The trailer shows the experiences of the 15-year-old songstress from the time she entered a casting office, through tests, dramatic school, and actual scenes from her first picture.

John Garfield, who will be seen shortly in his latest Warner Bros. picture, "Dangerously They Live," will be starred next in "The Patent Leather Kid," the Rupert Hughes story which was made famous by Richard Barthelmess in the silent film days. Wally Kline has been assigned to write the new screenplay.

Max Baer Back

The ex-heavyweight champion, who had a one-picture career in the films, has been signed by Hal Roach to make a picture.

Baer played opposite Myrna Loy while champ and made a distinct hit but let things go at that.

Srips and Snaps . . .

Gone are the Days



Who's Hula



Lovely Betty Grable displays her dansability in 20th-Fox's technicolor musical, "Song of the Islands." Hopping around with her are Victor Mature, Jack Oakie, Thomas Mitchell and George Barbier.



Homey as an old shoe and just as comfortably enjoyable is MGM's "The Vanishing Virginian." Frank Morgan, Spring Byington, Kathryn Grayson and Louise Beavers appear in the picture.



Tough Baby



As demure a load of dynamite as ever blasted the screen. It's Ginger Rogers as Roxy Hart, the good little girl who can do no wrong. But how she tries in the new 20th-Fox picture of that name!



The Nose



Pte. Jimmy Durante, the fellow with the peninsular peak. He's raising a bumper harvest of howls with his work in Warners' "You're in the Army Now." He's never been funnier.

Sh-h-h!



Nancy Coleman turns in a swell job as a British Intelligence officer in Warners' "Dangerously They Live," starring John Garfield.